



Leveraging Community Assets: Improving Outcomes in NextGen through Partnerships



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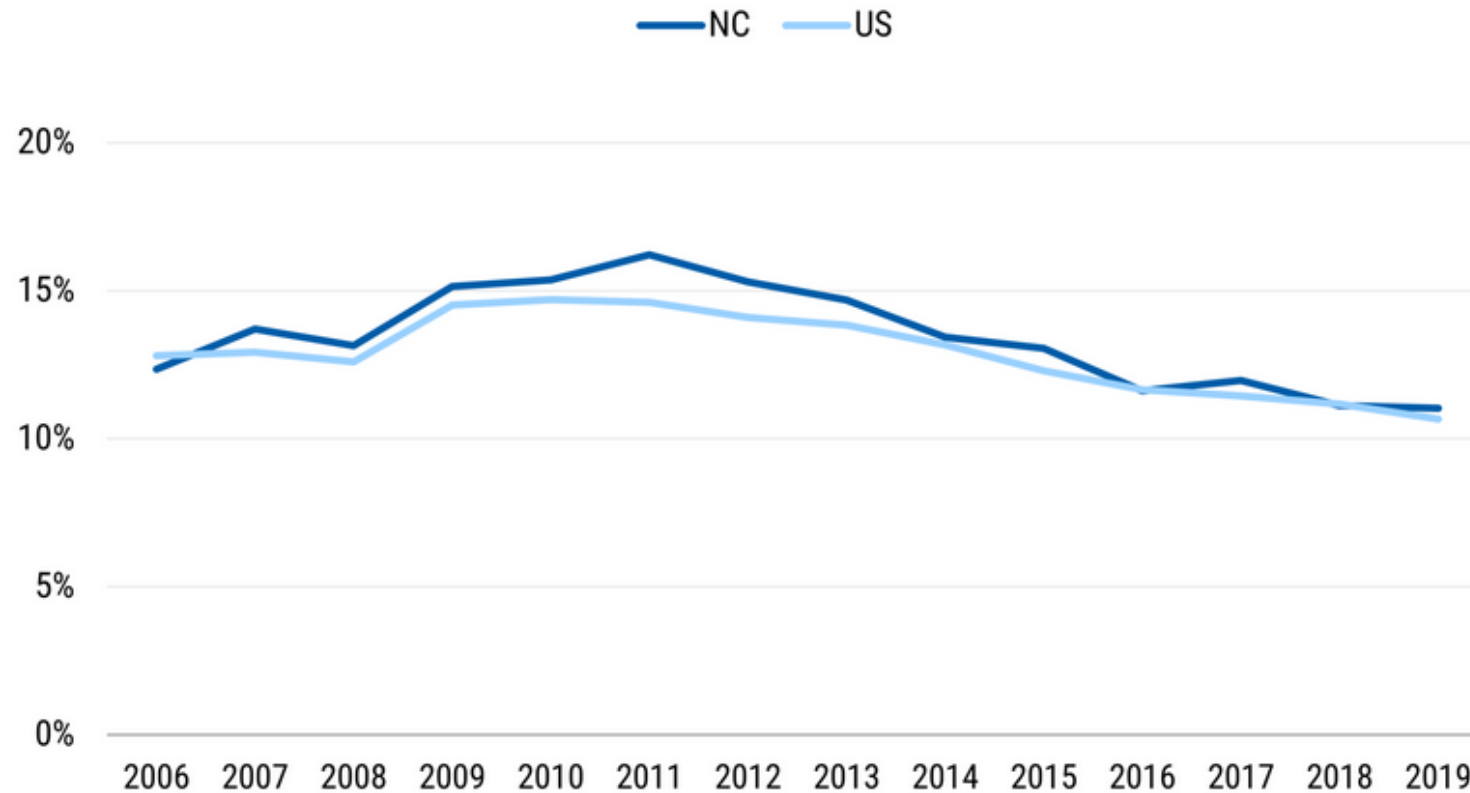
Rise of youth neither in employment nor in education or training (NEET) populations. Equally troubling is the rise of a labour market phenomenon the NEET rate (ILO, 2015a); the latest data available show that globally, more than one in five young people are now in this group, and three out of four of those are young women (ILO, 2017a). The NEET population includes different vulnerable groups of young people, especially those who are discouraged and therefore not looking for a job anymore after several unsuccessful attempts.

2019 [Employment Services that Work for Young People.pdf](#)



NC youth disconnection down from 2011 peak

% of 16-24-year-olds not working and not in school, NC vs. US, 2006-2019

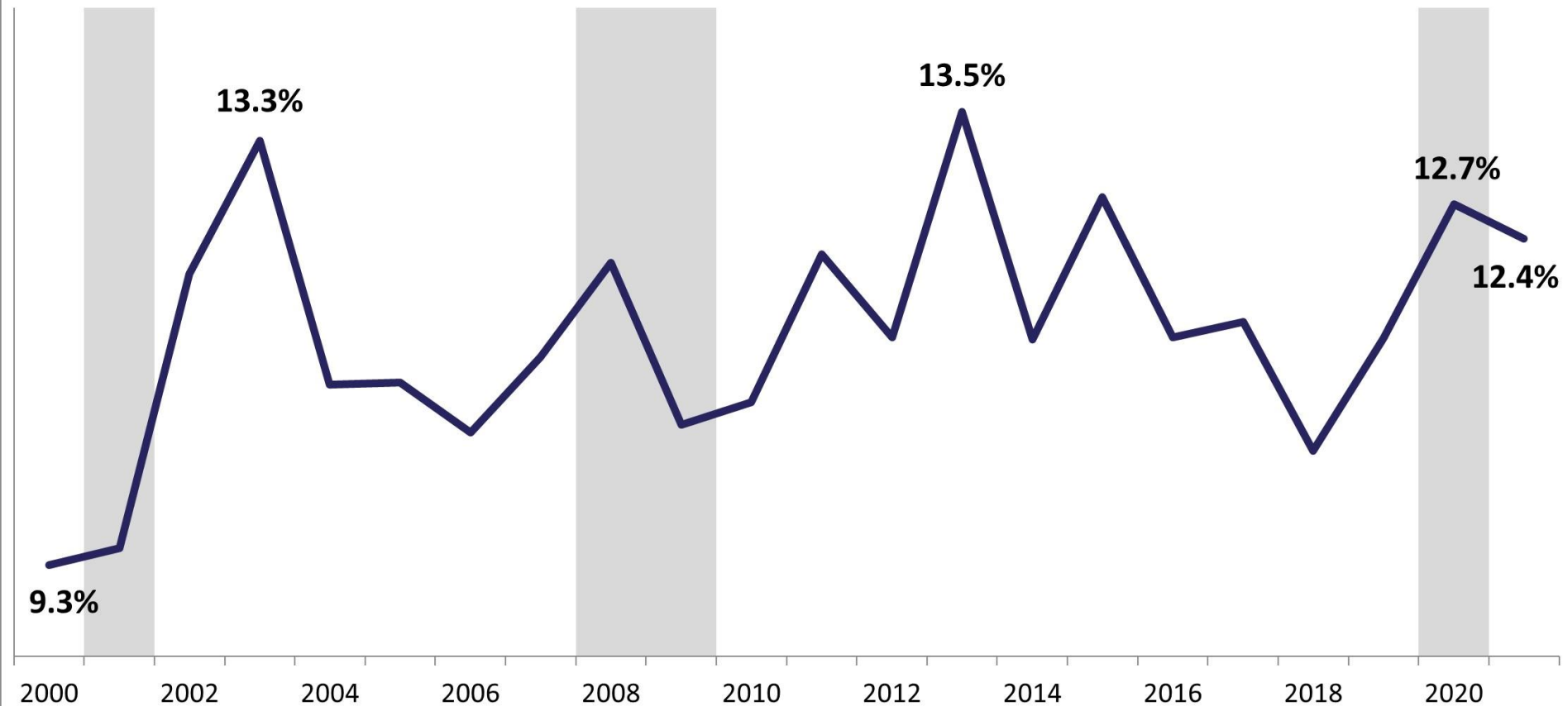


Source: 2015-2019 American Community Survey 5-year estimates

CAROLINA
DEMOGRAPHY

Youth Disconnection Rose Moderately Over Past Two Decades

NC: Share (%) of 16-24 population out of the labor force and school



NC Department of Commerce, Labor & Economic Analysis Division (LEAD)

Source: Analysis of data from the Current Population Survey (CPS)

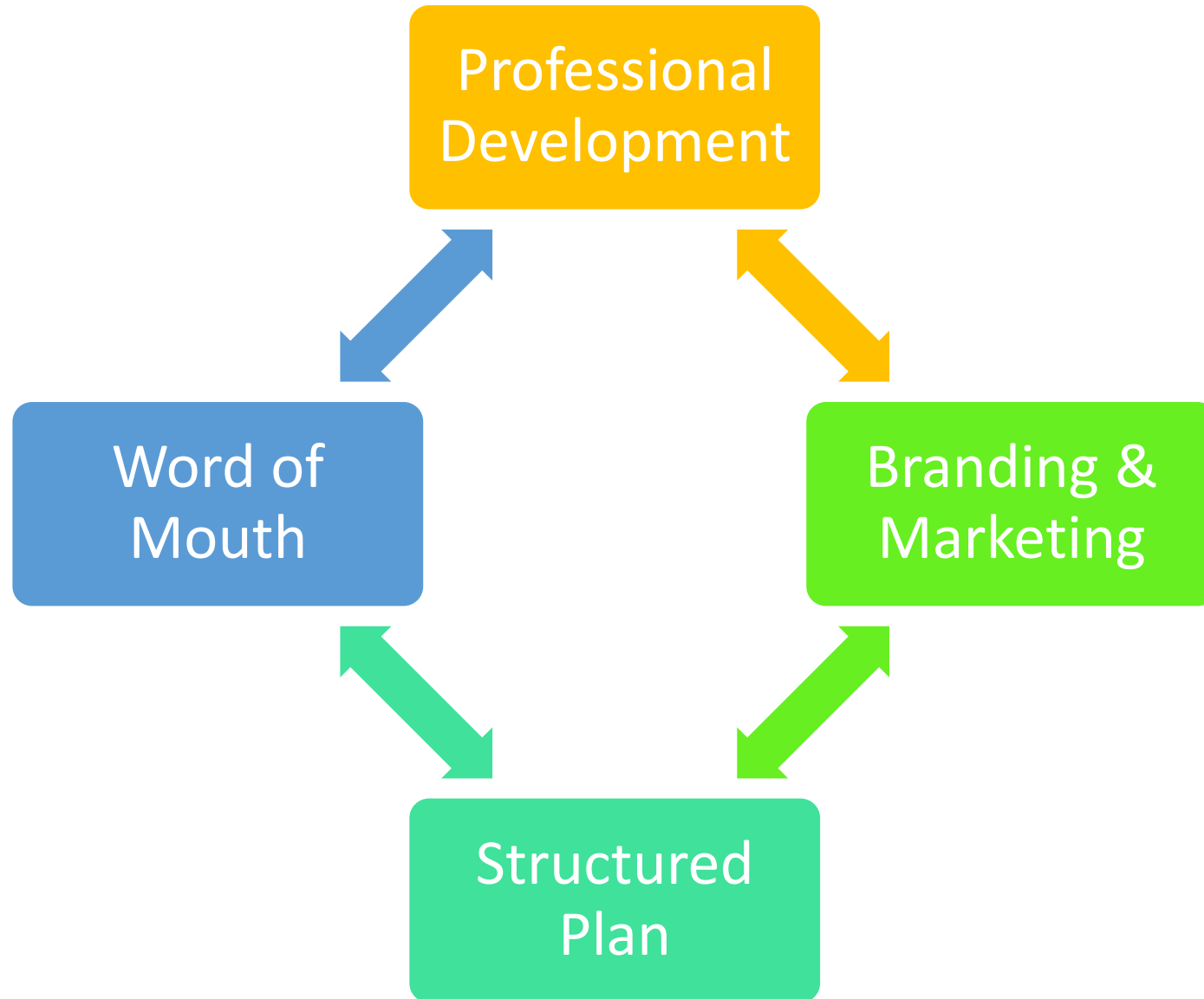
Note: Shaded areas indicate periods of recession



Interactive Activity



[Quizizz](#)



Time line



July—begin, research
effective outreach



August—vision boards



September—
Apprenticeship
coordinator, away from
the office



October---GADJ



November—Success
Story



December---Practice
strategies



January—Celebrate
outcomes success

Ongoing Professional Development



Collaborative planning



Brainstorming, sharing ideas



Experts, guest speakers from outside WD



Goal Setting




Changing paradigm, what we have always done doesn't work anymore



Growth Mindset approach, positive, affirming, encouraging



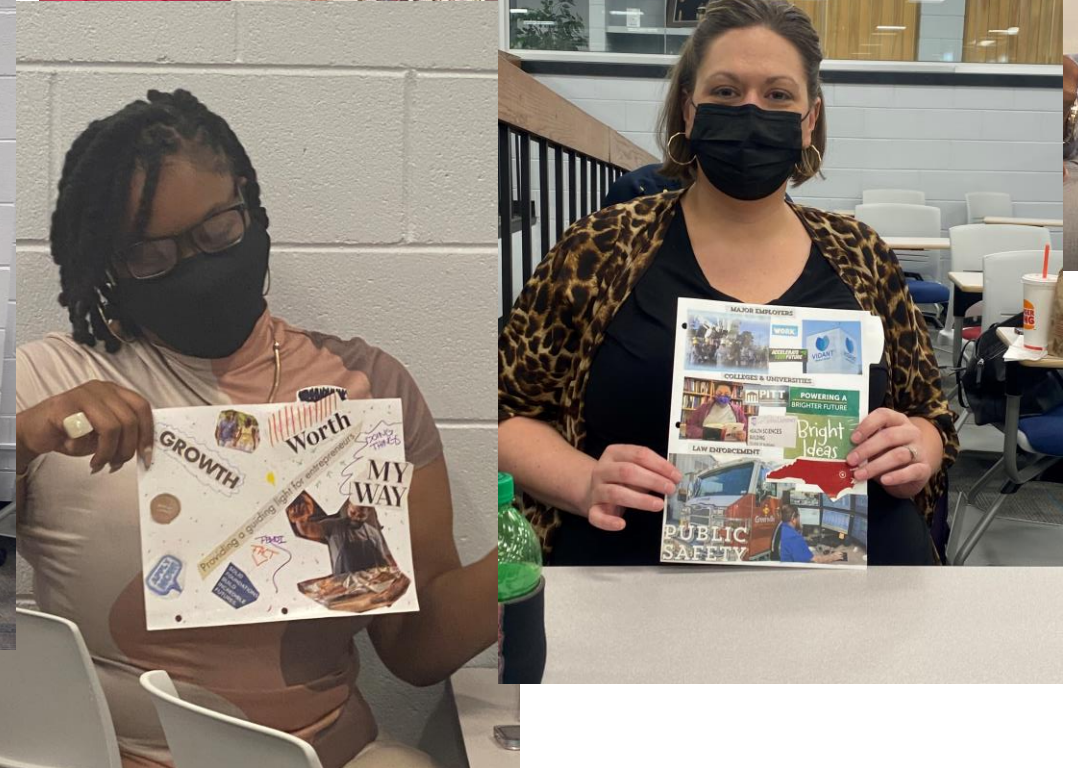
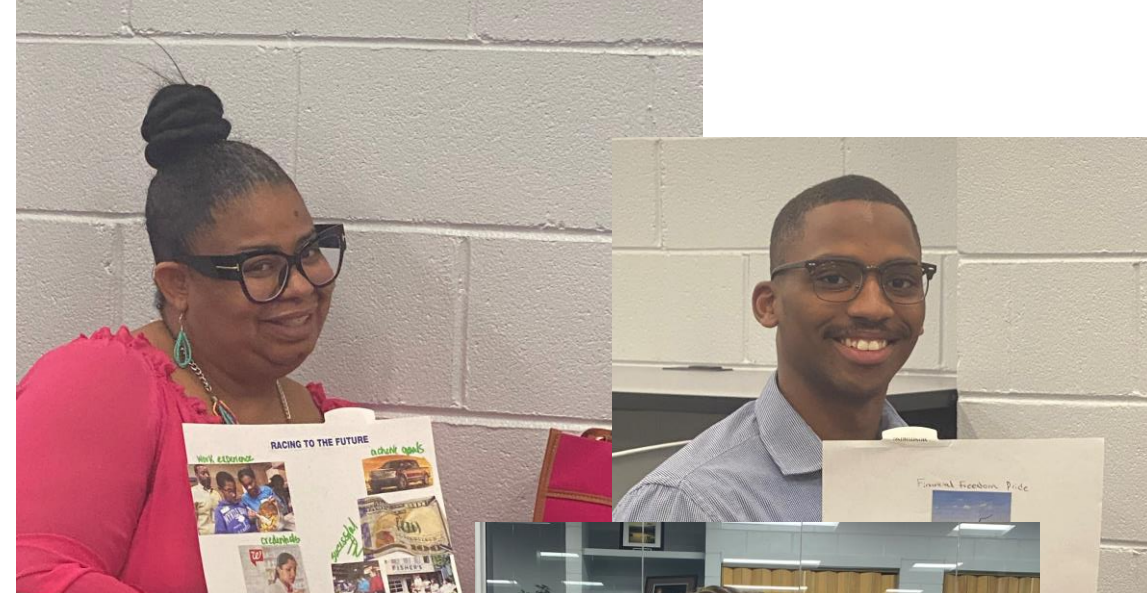
Non-traditional strategies



Front line staff implementation

- Management must buy in
- Effective goal setting
- Empowering staff
 - To plan activities, events, strategies
 - Target partners, Title II
 - Work-readiness and 14 Elements activities as outreach

Engaged PD



Vision Boards

More Engaged PD







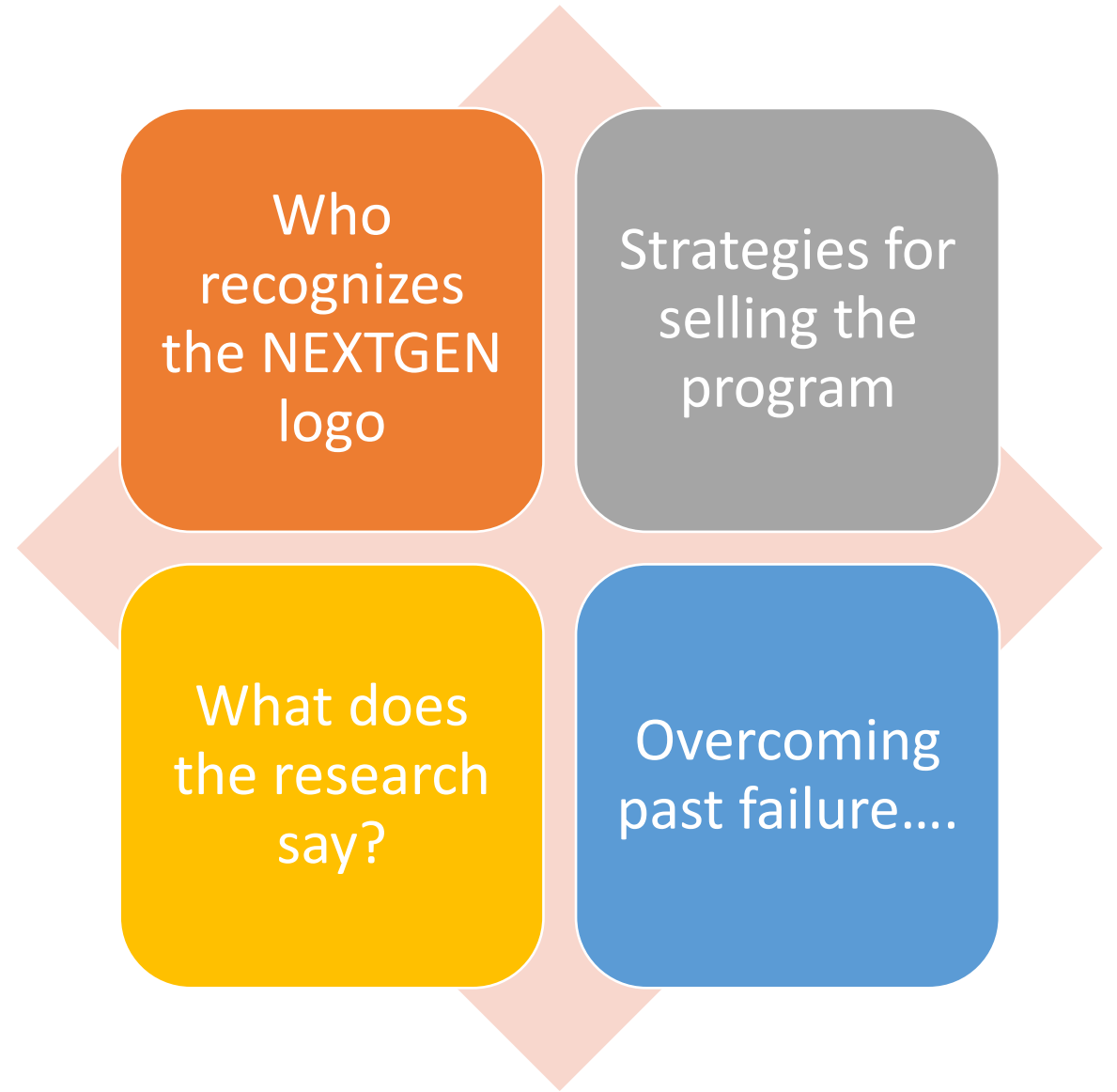








Branding and Marketing



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The Impact of Public Branding: An Experimental Study on the Effects of Branding Policy on Citizen Trust

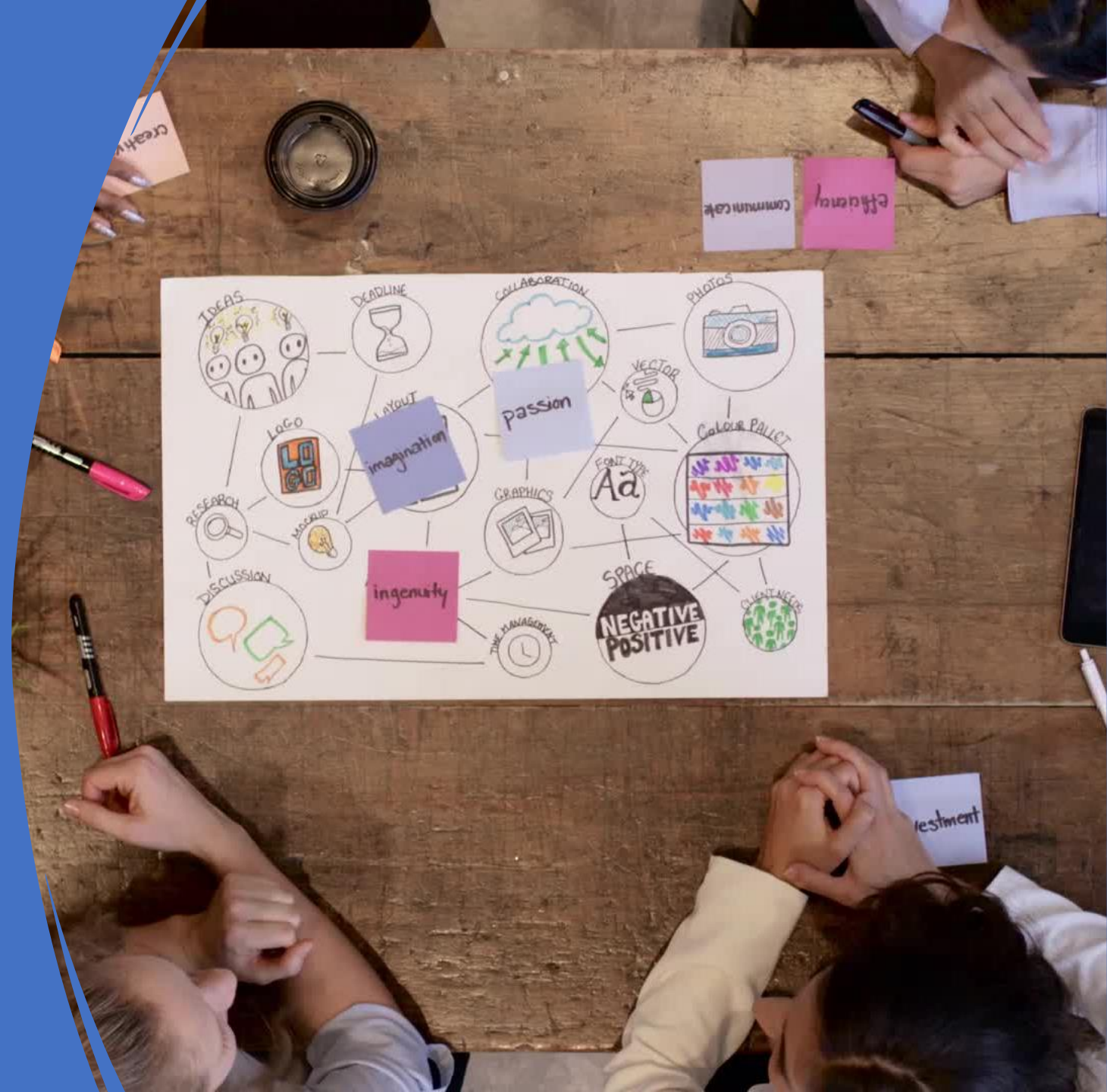
Abstract: *Branding has become common in the public sector as brands are increasingly used to influence citizens' associations with public organizations and public services. Using experimental research replicated in three European countries, this article investigates the effect of using the European Union (EU) brand on trust in policies. Experiments were conducted among economics students in Belgium, Poland, and The Netherlands to test the hypothesis that adding EU brand elements to policies positively affects trust in those policies. The results show a consistent positive and significant effect of applying the EU brand to trust in the policies in all countries and for both policies included in the experiment—even in The Netherlands, a country characterized by a negative overall EU sentiment. These findings provide some of the first empirical evidence of the effectiveness of branding for public policy.*

Practitioner Points

- Public brands have the ability to influence citizens; your brand matters!
- The general sentiment toward your organization is not necessarily an indication of your brand potential.
- Communication with citizens could be more organized on the basis of tangible policies or products, not just “big stories” or the general characteristics of your organization.

Establishing a Structured Plan

- Planning and goal setting, event planning spreadsheets
- Connection to specific partners
- Deliberate and planned interactions
- Building relationships
- Go where they are
- Outreach events that are engaging, interesting, fun



Spreadsheet for planning

- Outreach Activity/Event
- Location
- Date/time
- Number of participants
- Partners
- Number of Youth
- Actual Applicants
- Referrals to other programs (A/DW?)
- Reflection (what worked, what didn't, what's next?)
- 14 Elements integration



Integrating 14 Elements



Cohorts



Field Trips,
Site Visits

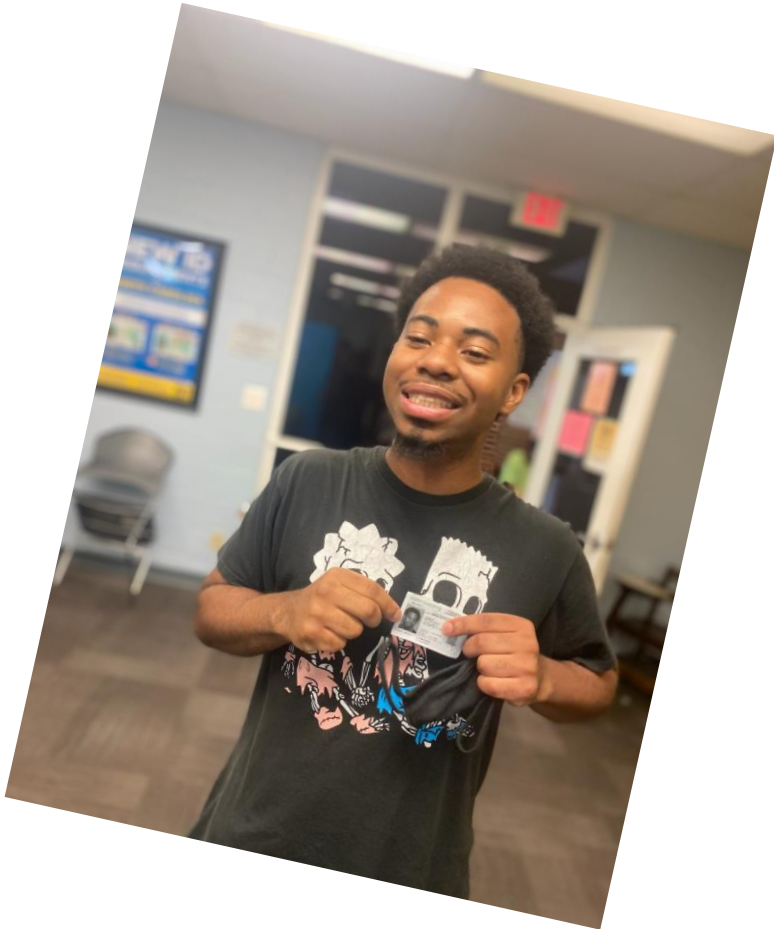
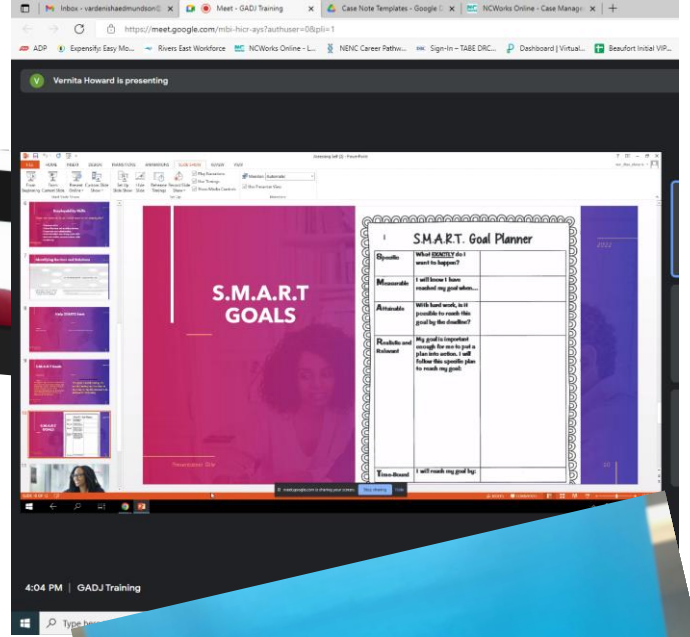
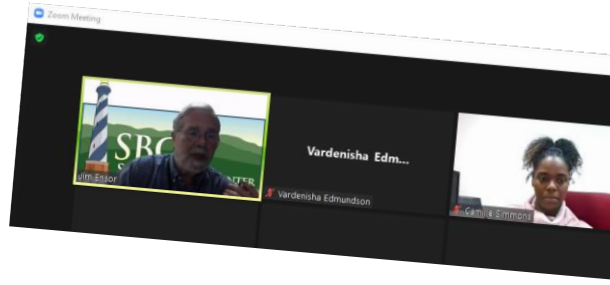


Demonstrations



Project Based
Activities

Successful cohorts



Strategies for Outreach



Design	Cultivate	Tailor	Use	Ask	Engage
<p>Design a Plan</p> <ul style="list-style-type: none">• Goals• Targets• Best practices• Timelines and action items	<p>Cultivate Relationships</p> <ul style="list-style-type: none">• Make emotional connection• Take advantage of mutual acquaintances	<p>Tailor your Message</p> <ul style="list-style-type: none">• Your Story• Businesses• Civic groups and organizations• Potential youth• News Media	<p>Use Social Media</p> <ul style="list-style-type: none">• Electronic Newsletters• Twitter, TikTok, Instagram, Snap• Podcasts, radio spots, interviews	<p>Ask for Help</p> <ul style="list-style-type: none">• With Outreach—involve the youth• Materials, literature• Chamber of Commerce	<p>Engage and Reassess</p> <ul style="list-style-type: none">• Reflect• Evaluate• Revise

Developed by High Impact Partners, in collaboration with subject matter experts and U.S. Department of Labor staff, under the Youth CareerConnect Technical Assistance Contract.

Word of Mouth

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EARNED AND OWNED MEDIA REMAIN THE MOST TRUSTED AD FORMATS

Percent of Global Respondents who Completely or Somewhat Trust Advertising Format



EARNED

2015

DIFFERENCE
FROM

2013

Recommendations from people I know

83%

-1%

Consumer opinions posted online

66%

-2%

Editorial content, such as newspaper articles

66%

-1%



OWNED

2015

DIFFERENCE
FROM

2013

Branded websites

70%

+1%

Brand sponsorships

61%

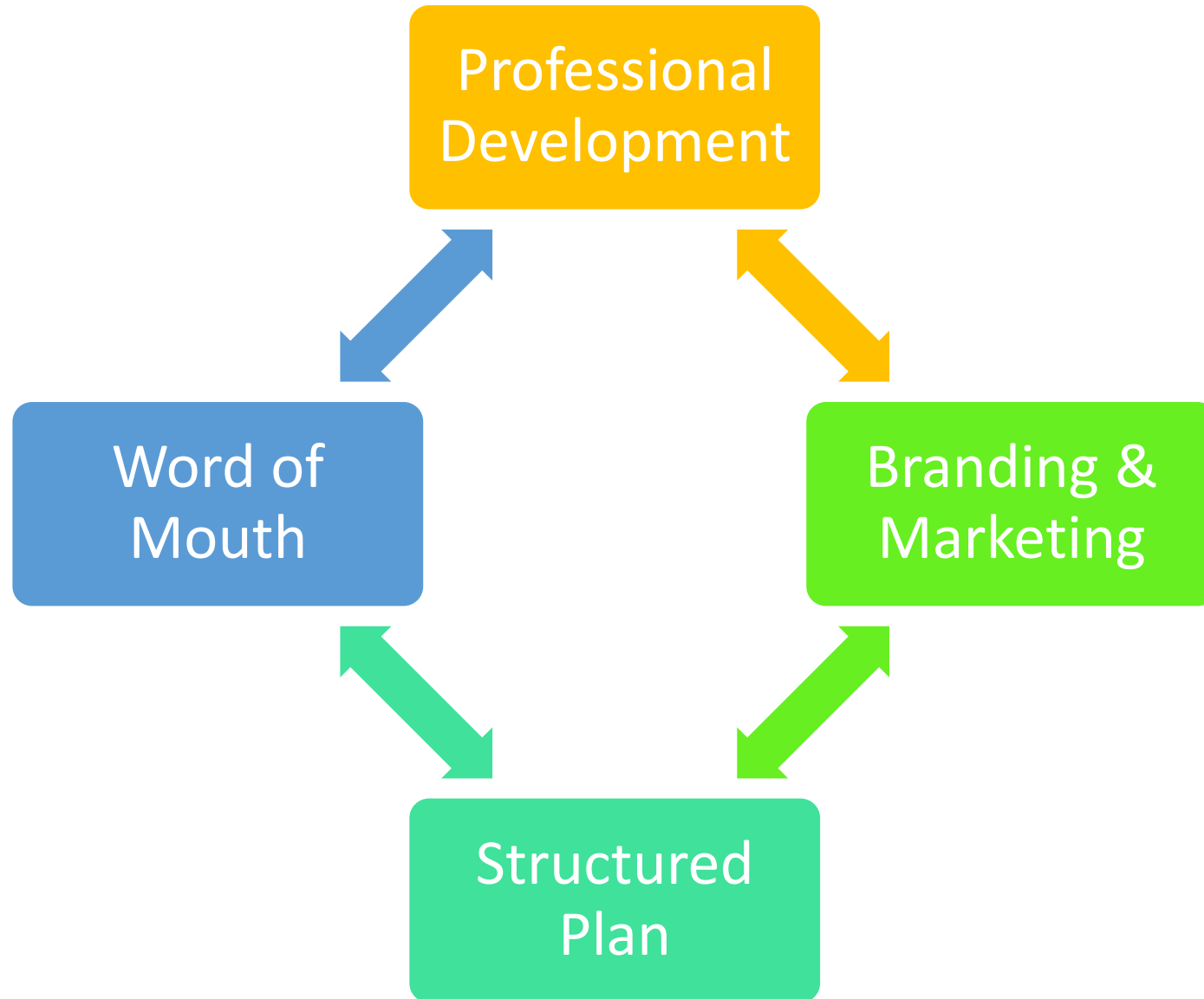
0%

Emails I signed up for

56%

0%

Source: Nielsen Global Trust in Advertising Survey, Q1 2015 and Q1 2013



Outcomes Data

Pitt County

- Relationships established with Director, Coordinators, & Instructors
- Presentations to all Orientation Sessions
- Follow up on potential referrals bi-weekly with office hours on site
- Presentations to classes on main campus
- On site office hours at satellite locations
- Received 16 Referrals YTD, of 16 have connected with 6, all 6 connected with have been enrolled

Beaufort County

- Relationships established with Director and Instructors
- Presentations to every orientation session
- Assist Instructors with classroom activities
- Currently working with Title 2 Director to schedule NextGen Activity Day where CA will come to activities from GADJ and Career EDGE
- Has sign in sheets with 16 names, of those 16 4 were Youth. Those over age were referred to the Adult Program. Of the 4 Youth referred CA has connected with 2, currently in the process of enrolling 1.

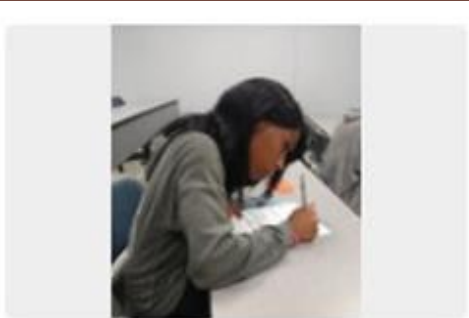
Martin/Bertie County

- Present monthly to GED/Adult Studies
- Has received 1 referral, is currently in the process of enrolling that 1

Hertford County

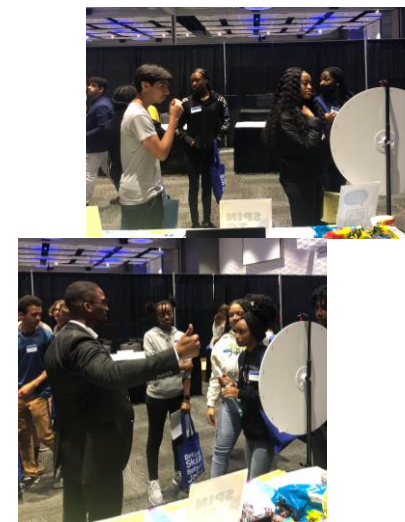
- Established relationships with Director and Instructor with regular communication
- Presentations to Orientation Sessions and to classes
- Has received 5 referrals, of the 5 all have begun the enrollment process. 3 have been enrolled. awaiting documentation for other 2.
- Established GED Study Sessions in collaboration with the GED Program as not to compete but collaborate. Sessions will be bi-weekly beginning next Wednesday.

Signs of success



Opportunities!

Tekylia Spellman completed her voter's registration form and learned about the Next-Gen program from Ms. Howard, the NC Works liaison for Transitional Studies. Ms. Howard discussed incentives and opportunities that come with signing up with NC Works. Ms. Howard is in Leslie the second and fourth Wednesday



Questions??



A blurred image of a Ferris wheel at night, with its spokes and passenger cars illuminated by vibrant, out-of-focus lights in shades of blue, red, orange, and white. The background is a dark, deep blue, suggesting a night sky. The overall effect is a bokeh of light, giving a sense of motion and a festive atmosphere.

Spin the wheel

Resource List from Workforce GPS

<https://www.workforcegps.org/events/2020/11/03/19/45/Effective-Recruitment-and-Outreach-Strategies>

[https://h1bswfi.workforcegps.org/resources/2017/12/21/19/09/August 2017 Peer Sharing Call on Outreach and Recruitment- Summary](https://h1bswfi.workforcegps.org/resources/2017/12/21/19/09/August%202017%20Peer%20Sharing%20Call%20on%20Outreach%20and%20Recruitment-Summary)

<https://apprenticeship.workforcegps.org/resources/2017/02/02/10/12/Marketing-Outreach-to-Business-on-Apprenticeship>

[https://ion.workforcegps.org/resources/2015/12/07/20/09/Outreach Referral Strategies Improve Service Levels and Capacity](https://ion.workforcegps.org/resources/2015/12/07/20/09/Outreach%20Referral%20Strategies%20Improve%20Service%20Levels%20and%20Capacity)

<https://h1bap.workforcegps.org/blog/Grantee-Features/2017/11/22/11/55/Grantee-Feature-City-of-Springfield-Ozark-Region-Workforce-Development-Board>

<https://www.workforcegps.org/events/2018/06/25/14/41/Apprentice-Outreach-Strategies-and-Tools-for-Recruiting-a-Diverse-Workforce>

<https://ase.workforcegps.org/resources/2019/09/30/00/17/Apprenticeship-Expansion-Element-2-Outreach-and-Business-Engagement>

<https://youthasready.workforcegps.org/resources/2020/12/14/20/25/Employer-Engagement>

[https://etagranteeproducts.workforcegps.org/resources/2015/07/01/13/05/Outreach Campaign](https://etagranteeproducts.workforcegps.org/resources/2015/07/01/13/05/Outreach_Campaign)